

EL PASO VALLEY HOLDS EVERYTHING RICH

Sure Crops Are a Certainty. Rich Soil, Irrigation and an Ideal Climate Among its Many Advantages. A Section that is Attracting the Wide-spread Attention of the Farmer and Homeseeker.

No matter where we go, whether to the Alleghenies, where smoke and fog blend with the new mountain tops; to Missouri, where the beauty of the corn field fades by the monotony of the view; across Kansas, where the fields of golden grain wave in the undisturbed breeze; to California, perfumed with orange blossoms and wreathed in flowers, we are not content. When a restful feeling comes over us and the picture seems complete, we know we are in the El Paso Valley. All around us are evidences of home. There are the alfalfa fields, the cantaloupe fields and the orchards side by side. There is no farmer wistfully gazing at the sky while his crops wither in the sun. It is such a picture that makes a sojourn in this picturesque and beautiful valley so pleasant to the visitor and the attachment so strong to the citizen. For many years farming had been successfully followed in the valley. The crops raised in the early days of farming could be grown nearly as well elsewhere and there was nothing but the possibilities of a developing country to attract the farmer and settler. Experiments in crops other than hay and grain were conducted and it was discovered that almost everything known to the temperate zone could be produced and that the abundant yield and excellent quality were points in favor unknown to any section in the east. With this discovery alfalfa growing became an industry, orchards growing apples and pears unexcelled by any other section of the United States, the cantaloupe business came to life and the enterprising people began to announce the wealth of the El Paso Valley soil and Rio Grande/Valley climate. The people in the valley realize that the progress in the next ten years will be greater than during the last decade. They know that the abundance of surplus flood waters that pass down the Rio Grande will all be detained for service on new lands now uncultivated by the building and operation of the great Elephant Butte dam now under construction. The big grants and farms will be broken up into homes for scores of people. An electric road will pass through the valley, giving additional transportation facilities. These additional improvements are no dream of the future, but are confidently expected. Whether changes of humidity and pulmonary troubles, fogs and asthma or swamps and malaria drive one to the El Paso Valley or the wealth of the soil or the opportunities attract him, the climate holds him. There are a few disagreeable days, but they are so few that they leave but little impression. The winters are clear, dry and short, broken by weeks of fine, sunny weather. The El Paso Valley has none of the unpleasant consequences attending the cold, damp eastern atmosphere. The warmest days in summer are followed by cool nights and sleep robs toil of its weariness.

FLAG WAVES OVER DAMSITE

Purchase Warrant for Elephant Butte Site Arrives at Socorro--Engineers Leave to Commence Work.

The stars and stripes, the symbol of government possession, waved over the Elephant Butte dam site Monday, July 4, 1910. The treasury warrant for the sum of \$200,000, for the purchase price of the land, reached Socorro, N. M., Monday and was filed with the district clerk of the federal court, W. D. Newcomb. Advice to that effect were received by W. M. Reed, district engineer of the reclamation service.

The moment the warrant for \$200,000 was deposited with the federal court, the reclamation service had a man in possession of the dam site and the long fought for result had been accomplished.

H. J. Gault, constructing engineer of the reclamation service, has returned from the region of the upper Rio Grande, where he went to gather data on the water supply and the source of the Rio Grande. He will leave for the Elephant Butte site Wednesday with a force of men to begin preliminary work on the dam. Mr. Gault succeeds engineer E. D. Vincent, who resigned to become assistant city engineer of Los Angeles, Cal. Mr. Gault will have charge of the dam construction work. The work of gathering data in the upper valley will be continued by service engineers.

Upon the arrival of engineer Gault and his force at the dam site, work will be immediately begun excavating rock that was blasted before the work on the dam ceased. Labor needed at present will probably be secured in the vicinity of the dam.

FACTS ABOUT EL PASO, TEXAS.

El Paso has 35 miles of street car lines.

El Paso has 20 miles of Bitulithic paved streets.

El Paso city has an assessed valuation of \$30,000,000.

El Paso has eight railroads and a \$500,000 union passenger terminal.

El Paso has 25 mail carriers, and the postoffice receipts last year were \$108,000.

El Paso has never had a sunstroke, a panic, or a strike that tied up any industry.

El Paso is one of the most important ports of entry and export in the United States.

El Paso has the best lighted business district of any city in Texas; see for yourself tonight.

El Paso railroads handled 600,000 cars in the local yards last year and their payrolls aggregated \$3,000,000.

El Paso will invest \$2,500,000 in new buildings this year and invest \$2,500,000 more in improvements and in industries.

El Paso has eight banks, five national and three state, with a combined capital of over \$2,000,000 and deposits of \$10,000,000.

El Paso has \$600,000 invested in school buildings and grounds, and \$25,000 in manual training and domestic science equipment.

El Paso is the center of a tract of 225,000 acres of land that will be irrigated by a \$10,000,000 dam which the government is now building.

El Paso has three steam fire engines, five combination hose and chemical wagons, one automobile combination wagon, and extension ladder truck.

A great many people here sought this climate for health benefit. Many have become strong, others have found relief and few have come too late to receive benefits. There are no radical changes and the bright sunny sky, the tempered summer atmosphere, the short, moderate winter, the dry, pure, bracing air, has done more for many sufferers than all the medicine they could have taken under former conditions.

Very few realize the revolutionary force of water to the absolute conquest of the soil. Where irrigation is unknown it is thought of as rain or no rain. "Do you think it will rain?" is not a common form of salutation in this country. The irrigation farmer in this valley not only controls the time and place for a wetting, but regulates the amount, and a coat of fertilizer is applied by each irrigation depositing the rich sediment carried by the water to the soil. The variety of crops grown in the El Paso Valley is wonderful. We have our cantaloupe men, potato men, asparagus men, those who make a specialty of onions, celery, pears, apples, peaches and other crops. For the man who wants to do his own work and make an easy living, the small farm of 10 acres furnishes a good opportunity. One man can farm 10 acres and have plenty of time to enjoy the Rio Grande climate. With an acre of small fruits, two or three acres of cantaloupes, a garden, a chicken yard, a few stands of bees, a small patch of alfalfa for his horse, cow and pigs, even an invalid can find health, profit and recreation upon a 10-acre tract. For the able bodied man who wants more than an easy, comfortable living, who wishes to lay up some money and yet do all his own work, the 20-acre tract is the best sized farm. Conservatism is a characteristic of the farmer in the east, but here in the El Paso Valley, where the results are practically sure, where the farmer knows the character of his soil, and where he in a measure controls the weather and where his crop can be sold before it is planted, speculation is common. In this valley the man can calculate his crop as accurately as he can estimate the cost of his house, the unknown quantity being energy. If the energy is known calculations can be known to a certainty. He knows what his alfalfa will bring, his fruit and cantaloupes. Fruit raising in the valley is very profitable when properly carried on. The raising of fine fruits is a very particular business, but those who have taken pains and given the work needful attention have found it a very pleasant and profitable employment.

Land has gradually increased in price since the valley began to develop. It varies in value from \$40 an acre to \$100 an acre. Lands no more productive than these valley lands sell from \$400 to \$1000 an acre in California irrigated districts. Land is bound to increase in value as it is brought up to its full possibilities. This valley is destined to be one of the great garden spots of the United States and now is the time to "get in on the ground floor."

**General Information About El Paso and the El Paso Valley by
Writing to Any of the Following :**

AUSTIN & MARR, Caples Bldg., El Paso, Texas.

WM. MOELLER, Herald Bldg., El Paso, Texas.

A. P. COLES & BROS., 204 N. Oregon St., El Paso, Texas.

HATTON REALTY CO., City Nat'l. Bank Building, El Paso, Texas.

NEWMAN INVESTMENT CO., 226 Mesa Ave., El Paso, Texas.

FELIX MARTINEZ, 14 Plaza Block, El Paso, Texas.

LONE STAR LAND CO., 213 Texas St., El Paso, Texas.

MATHEWS & DYER, 117 N. Stanton St., El Paso, Texas.

PENCE BROS., 217 Texas St., El Paso, Texas.

ANDERSON-BENNETT REALTY CO., 27-28 Bassett-Edwards Block, El Paso, Texas.

D. G. HEINEMAN, 207 Mills St., El Paso, Texas.

H. L. HOWELL, Herald Building, El Paso, Texas.

MAPLE & CO., 209 1/2 Mesa Ave., El Paso, Texas.

LATTA & HAPPER, 207 Mesa Ave., El Paso, Texas.

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